"LITMUS EMAIL ANALYTICS"

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SUMMARY

"Litmus Email Analytics" provides statistics about the usage market share for email broken out by the user's hardware platform and the user's software program or app.
Servers of your email service

Your Computer

You can use a Web Browser or email client software to access your e-mail

Internet Connection
Servers of your email service

Your Cell Phone or Tablet

You can use a Web Browser or email client software or vendor-specific app to access your email

Internet Connection
"LITMUS EMAIL ANALYTICS"

https://litmus.com/blog/email-client-market-share-trends-1h-2017
• Apple iPhone        31%
• Gmail                    22%
• Apple iPad            11%
• Apple Mail              7%
• Outlook                   6%
• Samsung App         5%
• Outlook.com           5%
• Google Android       4%
• Yahoo! Mail             2%
• Windows Live  Mail 1%
• Apple iPhone (browser, email client, or email vendor-provided app in iPhone cell phone) 31%
• Gmail (Google's Webmail on Mac or Win PC) 22%
• Apple iPad (browser, email client, or vendor app in iPad tablet) 11%
• Apple Mail (Apple's email client program in a Mac) 7%
• Outlook (Microsoft's Outlook email client program in Win PC) 6%
• Samsung App (Samsung email app in Samsung cell phone or tablet) 5%
• Outlook.com (Webmail on Win PC or Mac) 5%
• Google Android (Android tablet or cell phone) 4%
• Yahoo! Mail (Webmail on Mac or Win PC) 2%
• Windows Live Mail (Email Client in Win PC) 1%
• The market share values for "Apple Mail", "Outlook", and "Windows Live Mail" are for these email client programs/apps running in the associated computers
The market share values for Gmail, Outlook.com, and Yahoo! Mail are for Webmail access to email by means of Web browsers on computers including Windows desktop computers, Windows laptops, Mac desktop computers, and Mac laptops.
The market share values for "Apple iPhone", "Apple iPad", "Samsung Email App", and "Google Android" are for all email read on the associated cell phone and tablet devices including Web browsers, the device's "Mail" app, and vendor-specific apps on these devices.
- Gmail (Google's Webmail via a Web browser on a Windows or Mac computer) 22%
- Outlook.com (Microsoft's Webmail via a Web browser on Windows or Mac computer) 5%
- Yahoo! Mail (Yahoo's Webmail via a Web browser in a Windows or Mac computer) 2%

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Total for Webmail on computers 29%
• Apple Mail (Apple's email client program in Mac computer, bundled with "macOS")  7%
• Outlook (Outlook email client program which is part of "Microsoft Office.." in Windows PCs, not free)  6%
• Windows Live Mail (Microsoft's obsolete email client program in Windows PC, free but not available)  1%
• Mozilla Thunderbird (free and open source)  <1%

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Total for email client programs on computers  14%
• Apple iPhone (browser, email client, or email vendor-provided app in iPhone cell phone)  31%
• Apple iPad (browser, email client, or vendor app in iPad tablets)  11%
• Samsung App (Samsung email app in Samsung tablet and phones)  5%
• Google Android (Android tablet or cell phones)  4%

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Total for email on portable devices  51%
For the 51% market share total for email on portable devices (cell phones and tablets), "Litmus..." does not provide a breakdown of which email provider is utilized, nor do they report a breakdown of whether the portable device accessed email from a Web browser or a email app.
1) email provider

2) Hardware device (computer, tablet, or cell phone)

3) Software app used to access e-mail (email client program/app or your Web browser)

Internet Connection
• Market share total for Webmail via Web browsers on computers = 29%

• Market share total for email client programs on computers = 14%

• Market share total for email on portable devices (cell phones and tablets) = 51%